

Herkimer Wholesale 278580
Utica, NY -- AM Sharon Schwalm

- Is the Philip Morris DAD program going to restrict our promotion effectiveness?

Yes _____ No ☒ _____

- Is the VAP process running smoothly?

Yes ☒ _____ No _____

If not, what is the nature of the problems?

Item Set-Up	Yes _____	No <input checked="" type="checkbox"/> _____
Receiving	Yes _____	No <input checked="" type="checkbox"/> _____
Stamping	Yes _____	No <input checked="" type="checkbox"/> _____
Assembly	Yes _____	No <input checked="" type="checkbox"/> _____
Picking	Yes _____	No <input checked="" type="checkbox"/> _____
Shipping	Yes _____	No <input checked="" type="checkbox"/> _____
Returns	Yes <input checked="" type="checkbox"/> _____	No _____
Other	Yes _____	No <input checked="" type="checkbox"/> _____

Note: Although accounts on VAP list are said to have agreed to receive all monthly promotions, there is approximately a 20% return rate as the accounts do not want all promotions. One suggestion was made to give the accounts the option to receive either -- All promotions, only full price, or only savings promotions.

- What percentage of the direct account's promotion allocation is delivered to the Field?

Percentage delivered Week 1 90%

Percentage delivered Week 2 10%

Percentage delivered Week 3 _____

Percentage delivered Week 4 _____

- Does the direct account have an internal measurement/tracking system to validate promotion allocations shipped to retail?

Yes _____ No ☒ _____

51845 7209

- List recommendations to improve the pack/assembly of RJR promotions.

Premium _____

BSGSF With the new B2G2F sleeved product currently utilizing 2 each B2G2F sleeves and 2 loose packs, would it be possible to convert to 2 each B2G2G and 1 B1G1F to be able to bill out as a 1/2 carton versus 6 pack of 60%???

DPC _____

51845 7210

INSTRUCTIONS

- Complete each questionnaire per account selected.
- Return completed questionnaire to ROM prior to 3/7/97.
- ROM forward to Denny Bomgardner in Winston-Salem by 3/10/97.

51845 7211

Tripifoods Inc. 649920
Buffalo, NY -- KAM, Renee Duszynski

- Is the Philip Morris DAD program going to restrict our promotion effectiveness?

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Yes ☒ _____ No _____

If not, what is the nature of the problems?

Item Set-Up	Yes _____	No <input checked="" type="checkbox"/> _____
Receiving	Yes _____	No <input checked="" type="checkbox"/> _____
Stamping	Yes _____	No <input checked="" type="checkbox"/> _____
Assembly	Yes _____	No <input checked="" type="checkbox"/> _____
Picking	Yes _____	No <input checked="" type="checkbox"/> _____
Shipping	Yes _____	No <input checked="" type="checkbox"/> _____
Returns	Yes _____	No <input checked="" type="checkbox"/> _____
Other	Yes _____	No <input checked="" type="checkbox"/> _____

- What percentage of the direct account's promotion allocation is delivered to the Field?

Percentage delivered Week 1 60%

Percentage delivered Week 2 40%

Percentage delivered Week 3 _____

Percentage delivered Week 4 _____

- Does the direct account have an internal measurement/tracking system to validate promotion allocations shipped to retail?

Yes ☒ _____ No _____

51845 7212

- List recommendations to improve the pack/assembly of RJR promotions.

Premium _____

BSGSF We are waiting to see how the retailers react to the pre-sleeved B2G2F extra packs in the shippers/displays!!!

DPC _____

51845 7213

TBI Corporation 648240
Manchester, NH -- AM, Herbert Battle

- Is the Philip Morris DAD program going to restrict our promotion effectiveness?

Yes _____ No ☒ _____

- Is the VAP process running smoothly?

Yes ☒ _____ No _____

If not, what is the nature of the problems?

Item Set-Up	Yes _____	No <input checked="" type="checkbox"/> _____
Receiving	Yes _____	No <input checked="" type="checkbox"/> _____
Stamping	Yes _____	No <input checked="" type="checkbox"/> _____
Assembly	Yes _____	No <input checked="" type="checkbox"/> _____
Picking	Yes _____	No <input checked="" type="checkbox"/> _____
Shipping	Yes _____	No <input checked="" type="checkbox"/> _____
Returns	Yes <input checked="" type="checkbox"/> _____	No _____
Other	Yes _____	No <input checked="" type="checkbox"/> _____

***Note: RJR Sales Reps must constantly re-sell programs to retail accounts to minimize returns.!!!**

- What percentage of the direct account's promotion allocation is delivered to the Field?

Percentage delivered Week 1 50%

Percentage delivered Week 2 25%

Percentage delivered Week 3 25%

Percentage delivered Week 4 _____

- Does the direct account have an internal measurement/tracking system to validate promotion allocations shipped to retail?

Yes ☒ _____ No _____

51845 7214

- List recommendations to improve the pack/assembly of RJR promotions.

Premium _____

BSGSF TBI prefers packing buy some in 4 carton increments (as opposed to the current pre-sleeved system) to minimize confusion at retail!

DPC _____

51845 7215

Dowlings Inc. 315288
Milton, VT -- AM, Rich Tanchyk

- Is the Philip Morris DAD program going to restrict our promotion effectiveness?

Yes _____ No ☒ _____

- Is the VAP process running smoothly?

Yes _____ No ☒ _____

If not, what is the nature of the problems?

Item Set-Up	Yes _____	No <input checked="" type="checkbox"/> _____
Receiving	Yes _____	No <input checked="" type="checkbox"/> _____
Stamping	Yes _____	No <input checked="" type="checkbox"/> _____
Assembly	Yes _____	No <input checked="" type="checkbox"/> _____
Picking	Yes _____	No <input checked="" type="checkbox"/> _____
Shipping	Yes _____	No <input checked="" type="checkbox"/> _____
Returns	Yes <input checked="" type="checkbox"/> _____	No _____
Other	Yes _____	No <input checked="" type="checkbox"/> _____

Note: To help eliminate returns see attached letter to retailer!!!!

- What percentage of the direct account's promotion allocation is delivered to the Field?

Percentage delivered Week 1 50%

Percentage delivered Week 2 50%

Percentage delivered Week 3 _____

Percentage delivered Week 4 _____

- Does the direct account have an internal measurement/tracking system to validate promotion allocations shipped to retail?

Yes ☒ _____ No _____

51845 7216

- List recommendations to improve the pack/assembly of RJR promotions.

Premium _____

BSGSF _____

DPC _____



To All RJR Retail Partners

RETAILER LETTER

CAMEL B2G2F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS TWENTY (20) UNPROMOTED LOOSE PACKS (TWO(2) UNPROMOTED LOOSE PACKS PER CARTON).

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.
DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.
PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



51845 7217

INSTRUCTIONS

- Complete each questionnaire per account selected.
- Return completed questionnaire to ROM prior to 3/7/97.
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51845 7218

Norman Dressler T/A Klein 162800
Wilkes Barre, PA -- AM, Jim McLean

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Yes _____ No ☒ _____

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Yes ☒ _____ No _____

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Receiving	Yes _____	No <input checked="" type="checkbox"/> _____
Stamping	Yes _____	No <input checked="" type="checkbox"/> _____
Assembly	Yes _____	No <input checked="" type="checkbox"/> _____
Picking	Yes _____	No <input checked="" type="checkbox"/> _____
Shipping	Yes _____	No <input checked="" type="checkbox"/> _____
Returns	Yes _____	No <input checked="" type="checkbox"/> _____
Other	Yes _____	No <input checked="" type="checkbox"/> _____

- What percentage of the direct account's promotion allocation is delivered to the Field?

Percentage delivered Week 1 80%

Percentage delivered Week 2 20%

Percentage delivered Week 3 _____

Percentage delivered Week 4 _____

- Does the direct account have an internal measurement/tracking system to validate promotion allocations shipped to retail?

Yes _____ No ☒ _____

- List recommendations to improve the pack/assembly of RJR promotions.

Premium I do not have suggestions that could improve the process.

BSGSF The changes implemented this quarter has really helped the efficiency of the program!!!!

DPC Continue to offer pre-snipped product!!!!

51845 7220

INSTRUCTIONS

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- ROM forward to Denny Bomgardner in Winston-Salem by 3/10/97.

51845 7221